Images and the Use of Artificial Intelligence

You can use AI tools and digital edits with your listing Images. You must review AI text before you rely on it, disclose any edits, and make sure your Images still show the property accurately.

AI photo captions and descriptions

When you upload listing photos in Matrix (Listings Manager), you can turn AI photo alt text and descriptions on or off. Matrix remembers your selection for future uploads.

AI can make mistakes. If you use AI captions or descriptions, review every caption and description before you rely on it.

For the steps, see Set AI Photo Captions and Descriptions in Matrix.

Digitally altered and virtually staged Images

Under the ITSO MLS® Rules, your Images can be digitally altered or virtually staged. When you do this:

- Disclose the edits in Public Remarks or by adding a label to the Images.
- Make sure the edits do not make the Images portray the property inaccurately.

What counts as virtual staging

Staging means redecorating. It includes rearranging furniture, placing decorative items and plants, cleaning, and other aesthetic changes that present the home in its best possible light.

Virtual staging is permitted. Virtual renovation is not permitted, because those Images do not show the current state of the property. A virtual renovation shows changes to the structure or features of a property.

Examples of virtual renovations include, but are not limited to:

- Changing countertops, cabinets, or other kitchen or bathroom fixtures
- Changing flooring
- Changing staircases or railings
- Changing light fixtures
- Changing paint colours
- Adding or removing walls
- Adding or removing windows
- Moving vents or windows

- Adding landscaping, such as shrubs, trees, driveways, or pools

Not every digital change to an Image needs to be disclosed in the listing. The table below shows what does and doesn't need to be disclosed.

Virtual staging (permitted) | Virtual renovation (not permitted)

Redecorates the space to present the home in its best possible light. | Changes the structure or features of the property.

Allowed in listing Images. | Not allowed in listing Images.

Disclose it in Public Remarks or with a label on the Images. | Add these images to the listing as supplements instead.

The examples of virtual renovations above are not a complete list.

Sharing virtual renovation images

Sellers and listing agents may want to show buyers what a property could look like after renovations. That can help buyers understand its potential value.

You can do this by adding the virtual renovation images to the supplements section of the listing, not to the listing Images. In Listings Manager, select Edit on the listing, then Manage Supplements. See Edit an Existing Listing in Matrix (Listings Manager).

Label your Images accurately

Keep the ban on virtual renovations in mind when you label your Images. The label must accurately explain how the Image was enhanced.

For example, if you label an Image "virtually renovated" when you meant "virtually staged", that can cause confusion. It could also lead to an error report being filed with your association.

Misleading advertising

The Trust in Real Estate Services Act, 2002 (TRESA) and the REALTOR® Code both have rules about misleading advertising. When your digitally altered Images follow the ITSO MLS® Rules, that also helps you follow these misleading advertising rules.

Tips

- Review every AI caption and description before you submit the listing.
- Disclose virtual staging in Public Remarks or with a label on the Images.
- Use the word that matches the edit: "virtually staged" for redecorating, never "virtually renovated".
- The ITSO MLS® Policies allow a watermark that identifies an Image as virtually staged.
- Keep virtual renovation images in supplements, not in the listing Images.
- For the full image rules, see the ITSO MLS® Rules.

References

- ITSO MLS® Rules
- ITSO MLS® Policies
- REALTOR® Code
- TRESA (Trust in Real Estate Services Act, 2002)

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